Stockton Polling Institute

Media and Civic Engagement Poll

September 20-29, 2022

About how many hours per week do you watch, listen to, or read the news?

#	Answer	%	Count
1	Less than one hour	25%	138
2	One or two hours	23%	129
3	Three to five hours	20%	110
4	Six to ten hours	17%	94
5	More than ten hours	13%	74
6	Not sure	1%	8
7	Refuse	1%	6
	Total	100%	559

Which of the following best describes where you typically get most of your news?

#	Answer	%	Count
1	TV	33%	187
2	Print newspapers	5%	31
3	Online newspapers	20%	111
4	Other websites	10%	55
5	Social media	18%	100
6	Radio	9%	52
7	Some other source (please specify)	3%	15
8	None	1%	6
9	Refuse	0%	2
	Total	100%	559

Do any of your sources provide information about the local area where you live?

#	Answer	%	Count
1	Yes	64%	357
2	No	34%	188
3	Not sure	2%	13
4	Refuse	0%	1
	Total	100%	559

Has the amount of this information provided by your local news source, either in the total volume or depth of coverage, increased, decreased, or stayed the same in the past three years?

#	Answer	%	Count
1	Increased	23%	81
2	Decreased	17%	61
3	Stayed the same	51%	183
4	Not sure	9%	32
5	Refuse	0%	0
	Total	100%	357

Has the number of news sources providing information about the area where you live increased, decreased, or stayed the same in the past three years?

#	Answer	%	Count
1	Increased	17%	92
2	Decreased	17%	97
3	Stayed the same	53%	294
4	Not sure	13%	74
5	Refuse	0%	2
	Total	100%	559

From which of the following sources do you typically get most of your information about the local area where you live?

#	Answer	%	Count
1	TV	24%	136
2	Print newspapers	8%	45
3	Online newspapers	13%	72
4	Other websites	8%	47
5	Social media	21%	118
6	Radio	5%	29
7	Word of mouth from neighbors or friends	14%	78
8	Some other source (please specify)	1%	8
9	Get no info on local area	3%	17
10	Not sure	1%	6
11	Refuse	1%	3
	Total	100%	559

On a scale of 1 to 5 with one being the least informative and 5 being the most informative, how well do your news sources inform you about what goes on in your local government?

#	Answer	%	Count
13	1	17%	96
14	2	23%	127
15	3	28%	158
16	4	16%	90
17	5	12%	67
18	Not sure	4%	21
19	Refuse	0%	0
	Total	100%	559

Using the same scale, how well do your news sources inform you about ways to get involved in your local community?

#	Answer	%	Count
6	1	33%	185
7	2	24%	133
8	3	20%	114
9	4	11%	63
10	5	7%	39
11	Not sure	4%	23
12	Refuse	0%	2
	Total	100%	559

How has the amount of information provided by your local news source affected your ability to function as an informed or engaged citizen? Are you less able to be engaged, more able, or has the amount of information not affected your ability to be engaged?

#	Answer	%	Count
1	Less engaged	16%	91
2	More engaged	21%	116
3	No effect	60%	334
4	Not sure	3%	15
5	Refuse	1%	4
	Total	100%	559

Please rate your level of trust in local news media organizations. Do you have:

#	Answer	%	Count
1	A lot of trust	13%	73
2	Some trust	59%	331
3	No trust	24%	135
4	Not sure	3%	16

5	Refuse	0%	1
6	No local news media where I live	0%	2
	Total	100%	559

Please answer yes or no to whether you have participated in the following activities in the past 12 months:

Volunteered for a local organization.

#	Answer	%	Count
1	Yes	35%	196
2	No	63%	354
3	Refuse	2%	8
	Total	100%	559

Attended or watched a meeting for a local board, council or organization.

#	Answer	%	Count
1	Yes	33%	187
2	No	65%	363
3	Refuse	2%	8
	Total	100%	559

Worked with fellow residents to solve a problem in your community.

#	Answer	%	Count
1	Yes	30%	165
2	No	69%	384
3	Refuse	2%	10
	Total	100%	559

Which of the following statements best describes your view:

#	Answer	%	Count
1	For the most part, the information needed to effect change and solve problems in my community by getting involved is available to me.	40%	225
2	For the most part, I do not have the information needed to get involved to try to address problems in my community.	49%	271
3	Not sure	9%	52
4	Refuse	2%	10
	Total	100%	559

How often do you vote in national elections, such as presidential elections?

#	Answer	%	Count
1	Always	63%	354
2	Almost always	11%	61
3	Sometimes	6%	32
4	Rarely	5%	26
5	Never	14%	76
6	Not sure	0%	2
7	Refuse	2%	9
	Total	100%	559

How often do you vote in local elections, such as mayor or school board?

#	Answer	%	Count
1	Always	41%	226
2	Almost always	16%	89
3	Sometimes	16%	88
4	Rarely	9%	48
5	Never	18%	98
6	Not sure	0%	2
7	Refuse	1%	7

	Total	100%	559

Do you think there is enough news coverage available for people to make an informed decision in national elections?

#	Answer	%	Count
1	Yes	55%	307
2	No	36%	203
3	Not sure	7%	40
4	Refuse	1%	8
	Total	100%	559

How about state and local elections?

#	Answer	%	Count
1	Yes	40%	223
2	No	51%	288
3	Not sure	7%	38
4	Refuse	2%	9
	Total	100%	559

DEMOGRAPHICS

Age:

#	Answer	%	Count
1	Younger than 18	0%	0
2	18-29	19%	106
3	30-49	33%	185
4	50-64	26%	145
5	65 and older	22%	123
6	Refuse	0%	0
	Total	100%	559

County:

#	Answer	%	Count
1	Atlantic	7%	36
2	Bergen	9%	49
3	Burlington	4%	24
4	Camden	5%	29
5	Cape May	2%	10
6	Cumberland	2%	11
7	Essex	11%	60
8	Gloucester	2%	11
9	Hudson	6%	31
10	Hunterdon	2%	11
11	Mercer	3%	19
12	Middlesex	10%	56
13	Monmouth	8%	44
14	Morris	5%	26
15	Ocean	9%	49

16	Passaic	4%	21
17	Salem	1%	6
18	Somerset	3%	18
19	Sussex	2%	13
20	Union	5%	28
21	Warren	1%	6
	Total	100%	559

Party ID:

#	Answer	%	Count
1	Democrat	29%	160
2	Republican	18%	100
3	Independent	34%	190
4	Something else	10%	58
5	Not sure	3%	18
6	Refuse	6%	33
	Total	100%	559

Hispanic or Latino:

#	Answer	%	Count
1	Yes, Hispanic or Latino	17%	95
2	No	78%	437
3	Refuse	5%	26
	Total	100%	559

Race:

#	Answer	%	Count
1	White	63%	352
2	Black or African American	11%	64

3	Asian or Pacific Islander	5%	26
4	Native American	2%	9
5	Some other race alone	4%	23
6	More than one race	7%	41
7	Refuse	8%	44
	Total	100%	559

Education:

#	Answer	%	Count
1	Less than a four-year degree	55%	306
2	A four-year college degree or more	43%	240
6	Refuse	2%	13
	Total	100%	559

Gender:

#	Answer	%	Count
1	Man	48%	268
2	Woman	48%	270
3	Identify another way	1%	8
4	Refuse	2%	13
	Total	100%	559

Methodology

The poll of New Jersey adult residents was conducted by the Stockton Polling Institute of the William J. Hughes Center for Public Policy from Sep. 20-29, 2022. Stockton University students texted cell phones with invitations to take the survey online and Opinion Services supplemented the dialing portion of the fieldwork, which consisted of cell and landline telephone calls. Overall, 91% of interviews were conducted on cell phones and 9% on landline phones. In terms of mode, 81% were reached via dialing and 19% were reached via text-to-web. A total of 559 New Jersey adult residents were interviewed. Both cell and landline samples consisted of random digit dialing (RDD) sample from MSG. Data are weighted based on U.S. Census Bureau American Community Survey data for New Jersey on variables of age, race, ethnicity, education level, sex, and region. The poll's margin of error is +/- 4.1 percentage points at a 95% confidence level. MOE is higher for subsets.